

# **ACTION PLAN**

## **FT. MONROE AUTO CRAFT SHOP**

January 2007

### **Goal 1: INCREASE CUSTOMER SATISFACTION/CUSTOMER BASE**

**STRATEGY:** improve overall operational procedures

**LONG TERM OBJECTIVES:** Keep labor rates and pricing lower than our civilian counterparts all the while providing superior service.

#### **SHORT TERM OBJECTIVES:**

1. Attract more customers
2. Quicker, more accurate diagnosis/repair
3. Ensure customers are satisfied with any repairs
3. Increased communication between shop personnel and customer

### **GOAL 2 INCREASE CUSTOMER PARTICIPATION**

**STRATEGY:** Encourage self-help customers to do more of their own repairs

**LONG TERM OBJECTIVE:** more utilization of the facility by DOD personnel

#### **SHORT TERM GOALS:**

1. Create a fun, learning environment for soldiers to perform self-help
2. Offer on the spot assistance for self-help personnel
3. Teach patrons while assisting them to make them more self-reliant
4. Make the ALLDATA system more readily available to patrons

**LONG TERM OBJECTIVE:** Based upon LNS results, target more utilization of the facility by off-post residents and spouses.

#### **SHORT TERM GOALS:**

1. Offer the convenience of on-line service scheduling like major auto dealers now do.
2. Promote convenient customer waiting service with bowling center and CAC.
3. Offer conveniently scheduled and professional shuttle service for on base personnel.

### **GOAL 3: To achieve or exceed the 8% goal**

**STRATEGY:** Keep expenses down and profit up

**LONG TERM OBJECTIVE:** increase Shop income

#### **SHORT TERM GOALS:**

1. Buy parts at the lowest price with the best warranty
2. Schedule more "quick turnaround" jobs
3. Decline the service jobs the can cause trouble due to our lack of specific equipment

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